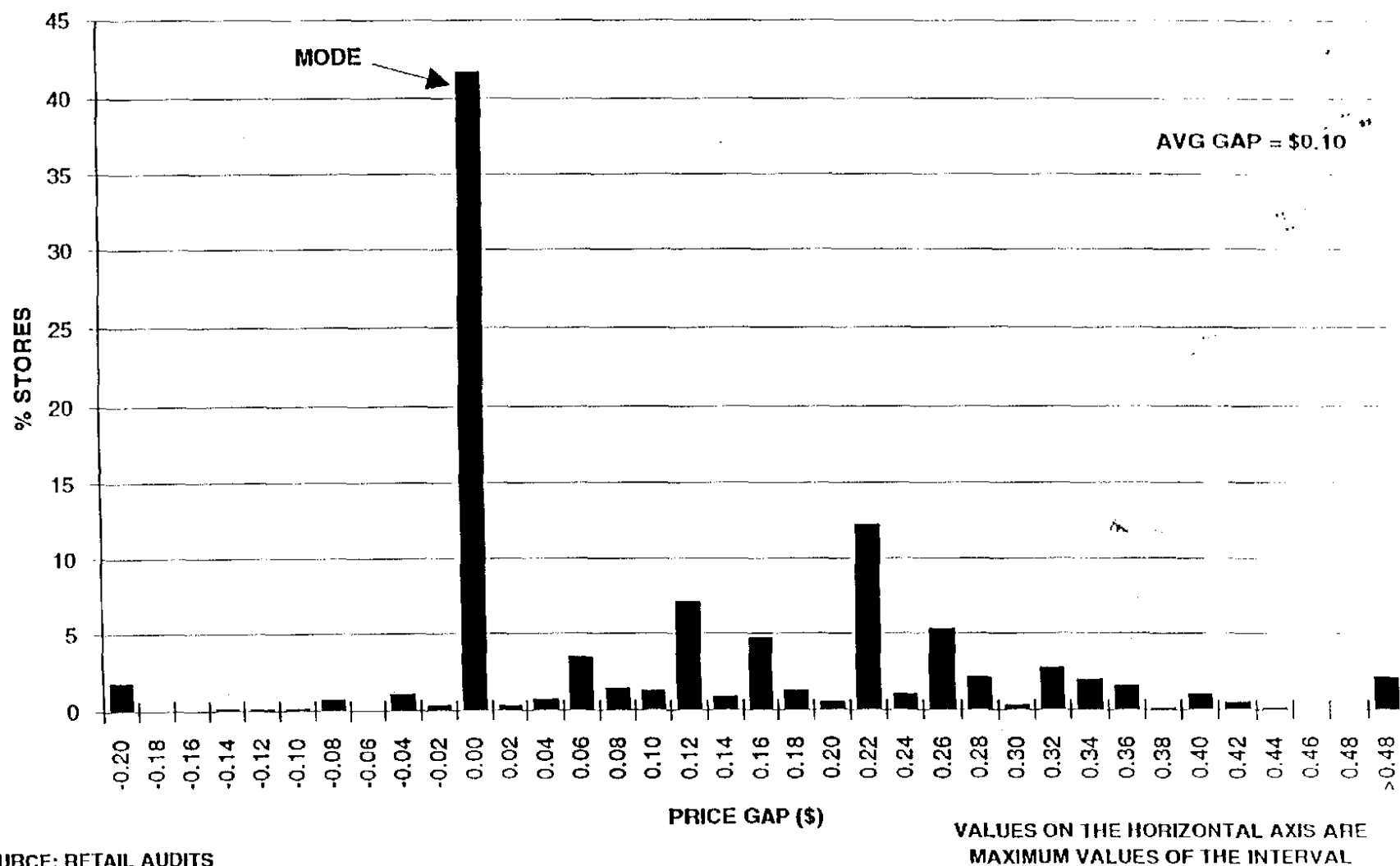


**46% OF TOTAL STORES SELLING BASIC HAVE A PACK
PRICE GAP GREATER THAN 10¢**



SOURCE: RETAIL AUDITS

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